

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37689  
**Alt Order #:** 08888432  
**Product Desc:** NRCC/HECK  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heck / NRCC  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$10,950.00	\$9,307.50
10/29/12	10/30/12	14	\$5,150.00	\$4,377.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$10,950.00	\$9,307.50	0.00
November 2012	14	\$5,150.00	\$4,377.50	0.00
<b>Totals</b>	<b>39</b>	<b>\$16,100.00</b>	<b>\$13,685.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$16,100.00
Market	100%	\$53,666.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$13,416.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,683.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/30/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	5	\$225.00	LV2	0.00	NM	5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--			5			\$225.00		0.00			
E 2	8	10/24/12	10/30/12		CM	5-7a	MTWTF--	:30	4	\$275.00	LV2	0.00	NM	4	\$1,100.00

Order / Rev: 37689  
 Alt Order #: 08888432  
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heck / NRCC  
 Product Desc: NRCC/HECK  
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 5-7a M-F										
				8 News Now 5-7a M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--				4	\$275.00		0.00			
E 3	8	10/24/12	10/30/12	CBS This Morning 7-9a CM		7-9a MTWTF--	:30	5	\$200.00	LV2	0.00	NM	5	\$1,000.00
				CBS This Morning										
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$200.00		0.00			
E 4	8	10/24/12	10/30/12	8 News Now Noon M-F CM		12-1230p MTWTF--	:30	5	\$325.00	LV2	0.00	NM	5	\$1,625.00
				8 News Now Noon M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$325.00		0.00			
E 5	8	10/24/12	10/30/12	8 News Now 4p M-F CM		4-5p MTWTF--	:30	5	\$450.00	LV2	0.00	NM	5	\$2,250.00
				8 News Now 4p M-F		(4:30 PM-5:00 PM)								
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$450.00		0.00			
E 6	8	10/24/12	10/30/12	8 News Now 5-630p M-F CM		5-630p MTWTF--	:30	5	\$500.00	LV2	0.00	NM	5	\$2,500.00
				8 News Now 5-630p M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$500.00		0.00			
E 7	8	10/24/12	10/30/12	8 News Now 11p M-F CM		11-1135p MTWTF--	:30	5	\$600.00	LV2	0.00	NM	5	\$3,000.00
				8 News Now 11p M-F										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$600.00		0.00			
E 8	8	10/28/12	10/28/12	8 News Now Sun AM #CM		8 News Now Sun A-----S	:30	1	\$150.00	LV2	0.00	NM	1	\$150.00
				8 News Now Sun AM #1										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$150.00		0.00			
E 9	8	10/28/12	10/28/12	CBS News Sunday MornCM		CBS Sunday Morni-----S	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
				CBS News Sunday Morning										
SUN MORN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$350.00		0.00			
E 10	8	10/27/12	10/28/12	8 News Now 11p Sa/SuCM		11-1135P -----SS	:30	2	\$400.00	LV2	0.00	NM	2	\$800.00
				8 News Now Sa/Su 11p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS				2	\$400.00		0.00			
E 11	8	10/28/12	10/28/12	NFL Reg Season GameCM		NFL Football Reg. -----S	:30	1	\$2,200.00	LV2	0.00	NM	1	\$2,200.00
				NFL Football Reg. Season		(10:00 AM-4:00 PM)								
NFL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,200.00		0.00			
Totals												39	\$16,100.00	